

FUNDING FUNDAMENTALS

Increasing Support for the Library in YOUR Community



Agenda

☑ Presentation Purpose

✓ To increase participant awareness of the factors affecting public library funding

Learning Outcomes

- ✓ An understanding about the demographics of who supports library funding and why
- ✓ A list of steps library staff can take to increase library funding support within their communities

Agenda & Ground Rules

- ✓ Overview
- ✓ Statements & Discussion
- ☑ Future Directions

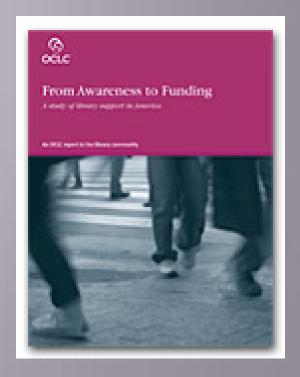
- ☑ Listen actively as allies
- ☑ There is no right or wrong
- ☑ Disagree with grace & tact
- ☑ Have fun

OCLC Report

From Awareness to
Funding
A study of library support in
America

http://www.oclc.org/news/releases/200826.htm

A report to the OCLC Membership

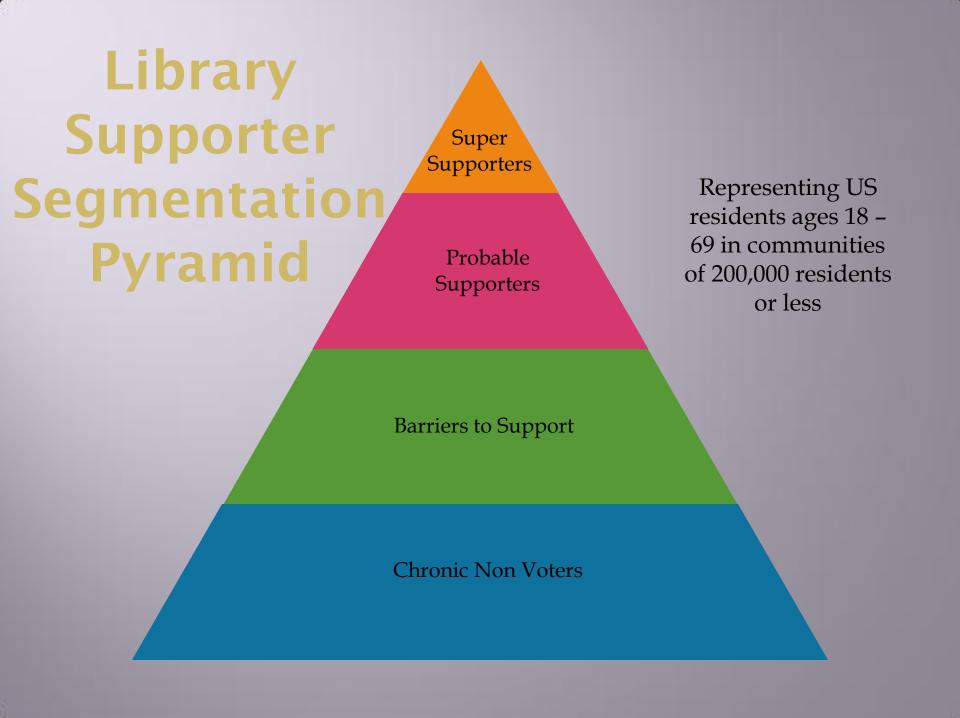


Study Purpose

Is it possible to apply the latest marketing and advocacy techniques that are being successfully used in other venues to create funding awareness, drive action, and ultimately, increase funding for public libraries?

Objectives

- 1. To create a market segmentation of U.S. voting population that identifies which segment of the population is most likely to generate increased support for U.S. public libraries.
- 2. To understand the attitudes and behaviors of elected and appointed officials about libraries and their willingness to support local library funding.





People who are most firmly committed to supporting a library funding initiative

7.1%
9.7%
80%
21%
15.9
9.4%

Super Supporters

- ☑ Core supporter group
- ☑ Demographically average
- Avid readers
- ☑ Generally support public services
- Emotional connection to the library





Voters who are likely to support library funding initiatives but are not fully committed

✓% of total population	32.3%
✓% of voting respondents	44%
✓% that would definitely vote YES	47%
✓% of all definite yes voters	55.6%
✓# of Annual Library Visits	19.9
✓% of all reported annual library visits	59.6%

Probable Supporters

- ☑ Market segments
 - ✓ Just for fun
 - √ Kid driven
 - ✓ Library as office
 - ✓ Look to Librarians
 - √ Greater good
- ☑ Strong appreciation
- ☑ Library is community resource for everyone



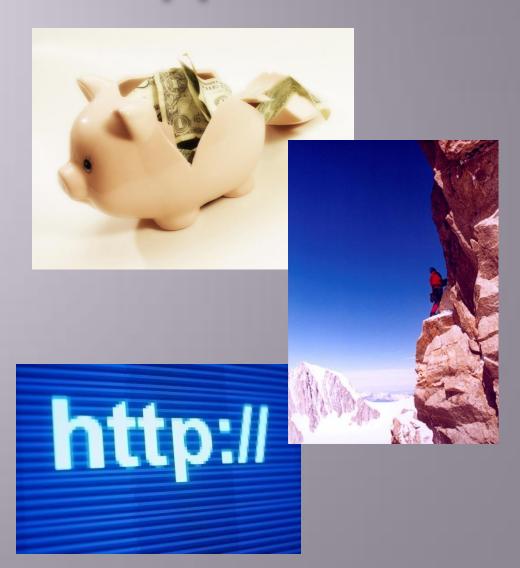
Voters who, for a variety of factors, have significant barriers to voting in favor of increased library funding

✓% of Population	34%
✓% of voting respondents	46.3%
✓% that would definitely vote YES	19%
✓% of all definite yes voters	23.4%
✓# of Annual Library Visits	6.4
√% of all reported annual library visits	20.1%



Barriers to Support

- ☑ Market segments
 - √ Financially strapped
 - ✓ Detached
 - ✓ The web wins
- ☑ Most challenging to convince



People who are not registered to vote or have a track record of choosing not to vote in presidential or local elections. Also indicate the unlikelihood of voting in the future

✓% of Population	26.6%
✓% of voting respondents	0%
✓% that would definitely vote YES	0%
✓% of all definite yes voters	0%
✓# of Annual Library Visits	7.4
✓% of all reported annual library visits	10.9%

Chronic Non Voters

Chronic Non-Voters

- ☑ Not registered to vote
- ☑ Registered, nonvoting track record
- ☑ Indicate that unlikely to vote in future



Question 1

True or False?

Those who use the library the most are the most likely to vote for increased library funding.





FALSE

"A voter's willingness to support increased library funding is not driven, or limited, by library use. In fact, the advocacy research found that there is little correlation between frequency of library visits and willingness to increase funding for libraries."

- Go outside the library to share information
- Educate users about how library is funded
- Gather data on the usefulness of the library
- Have library board members speak for the library

- Go outside library to other groups
- Demonstrate advantages of library service are not related only to services
- Communicate how the library is used in different ways at different stages of life
- Demonstrate how the library serves a broad demographic of users

- Share the different types of resources available at the library
- Address the philosophy of freedom and liberty more than just service and resources



Question 2





True or False?

Public awareness of the full range of services offered by a public library is important to support during a library election.

False

"Unfamiliarity with the full range of library services does not dampen the positive attitudes about library funding held by Probable and Super Supporters...

- Target specific audiences for specific reasons
- Focus on benefits of library; not on specific services
- Communicate changing library image to the community
- Identify probable supporters and determine if they support the library

- Build emotional connection to the library
- Demonstrate economic, social, educational, and safety benefits of library as part of a vibrant community
- Inform entire community of services

Question 3



True or False?

Voter perceptions of the public librarian have a strong influence on funding support.





True

"Perceptions of the public librarian have a strong influence on funding support."
Passionate librarians have the following attributes:

- True advocate for lifelong learning.
- Passionate about making the library relevant.
- Knowledgeable about every aspect of the library.
- ✓ Well-educated.
- Knowledgeable about the community.

- Make library friendly and usable by all audiences
- All staff must project positive image because patrons don't differentiate between different staff responsibilities and titles

- Library staff includes volunteers as well as paid staff
- Partner with other libraries in the community, i.e. school libraries to increase visibility

Question 4

Which of the following advice is given by elected officials on how to get more library funding?

- A. Stress the library's return on investment (ROI) to the community.
- B. Build strategic partnerships.
- C. Engage voters in the campaign.
- D. Stress the broad appeal of the library.

All of the above +

A. Stress the library's return on investment (ROI) to the community.

Build strategic partnerships.



C. Engage voters in the campaign.



D. Stress the broad appeal of the library.



- Develop a Friends group or foundation
- Promote library through press coverage
- Use staff to develop partnerships in various community groups
- Develop personal relationships with local officials

Future Directions

- ☑ Questions?
- ☑ One idea to take back & implement
- ☑ Comments?

